

STATE OF CALIFORNIA
CALIFORNIA VICTIM COMPENSATION BOARD
Rev. 04/22



DUTY STATEMENT

EMPLOYEE VACANT		RPA # / JOB CONTROL # 23-003/JC-XXXXXX	
POSITION NUMBER 040-130-5601-001	CLASSIFICATION Information Officer I	WORKING TITLE	
DIVISION External Affairs	SECTION/UNIT Public Affairs and Outreach	CBID S01	WWG E
WORK DAYS Monday through Friday	WORK HOURS Supervisor Discretion	TENURE Permanent	TIME BASE FT

CONFLICT OF INTEREST CLASSIFICATION

This position is designated under the Conflict of Interest Code and is responsible for making, or participating in the making, of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete a Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

Conflict of Interest Classification? ☒ Yes ☐ No

DEPARTMENT OVERVIEW

The California Victim Compensation Board (CalVCB) is a state program dedicated to provide financial assistance to victims of crime and help them restore their lives. At CalVCB, we work to reduce the impact of crime on victims' lives. We reimburse crime-related expenses, connect victims with services and support, and do all we can to inform and empower victims.

Our Mission: CalVCB is a trusted partner in providing restorative financial assistance to victims of crime.

Our Vision: CalVCB helps victims of crime restore their lives.

EMPLOYEE ACKNOWLEDGEMENT

I have read and understand the duties of this position and I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Office of Civil Rights).

EMPLOYEE'S NAME (Print) Vacant	EMPLOYEE'S SIGNATURE	DATE
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SUPERVISOR ACKNOWLEDGEMENT

I certify this duty statement represents current and an accurate description of the essential job functions of this position. I have discussed the duties of this position with the employee and provided the employee a copy of this duty statement.

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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GENERAL STATEMENT

Under direction of the Information Officer II, the Information Officer I supports CalVCB's strategic communications activities by planning, evaluating, coordinating and carrying out the essential communications tasks necessary to successfully educate Californians about compensation available to victims and how to access services.

**PERCENTAGE
OF TIME
SPENT**
DUTIES**%****ESSENTIAL JOB FUNCTIONS**

40%

Writing: Write content for CalVCB's public affairs team and the organization, as directed. Develop and finalize content for press releases, op-eds, fact sheets, the annual report, the website, social media, videos, PSAs and other materials. Develop pitches and other materials to engage media and public interest.

Draft and proof emails, talking points and speeches; prepare correspondence; review, edit and update other assigned materials, as directed; supervise the documentation of media inquiries, responses and other information of value to the department. Draft initial content and act as a copyeditor for a variety of content such as, but not limited to: brochures, contract solicitations, advertising content, key messages, and email correspondence with reporters and stakeholders.

Create briefing materials for Executive Staff, as directed, from initial content to completed documents.

20%

Media Relations: Conduct analysis and research to respond to media inquiries, develop and assist with implementing media strategies to place news stories, as directed. Maintain and update media contact database. Research editor and publication background, pulling relevant news stories and outlining information important to prepare for media interviews.

Distribute news releases and other information materials as directed; develop and maintain relationships with selected media professionals through social media outlets. Respond to inquiries from representatives of the news media and from other persons, as directed; distribute media pitches to engage media interest. Develop article corrections if needed and participate in media interviews on a case-by-case basis. Proactively pitch the media on a monthly basis.

20%

Social Media: Draft and prepare content for platforms such as Facebook, Twitter, LinkedIn and Instagram, as needed. Work with other Public Affairs and Outreach team members to coordinate the release of information via social media in accordance with campaigns and current events. Assist with developing a long-term outreach strategy to raise awareness for CalVCB and its services and accomplishments.

20%

Outreach and Other Duties as Assigned: Under direction, initiate, develop, and foster relationships with internal and external stakeholders; advise on effective outreach efforts, expansion of outreach campaign, and creating of events; formulate, in coordination with the IO II, processes and procedures regarding statewide outreach efforts; assist staff in the

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	development of exhibit and awareness campaign materials. This includes the identification and distribution of toolkits for key stakeholders.
%	<u>MARGINAL JOB FUNCTIONS</u>
	N/A

DESIRABLE QUALIFICATIONS

- Effectively operate a computer using the following software programs: Microsoft Word, Excel, Outlook, and Access.
- Ability to develop statistical data and evaluate results.
- Ability to apply and interpret policies, regulations, and laws.
- Ability to take and follow verbal or written direction from supervisors/managers.
- General knowledge of the VCP program to be able to establish program goals/objectives, identify/resolve program issues, etc.
- General knowledge of the formal and informal aspects of the legislative process.
- General knowledge of the department's mission, goals and policies to ensure that the progress and completion of work assignments and tasks conform to the overall objectives of the unit and/or division.
- General knowledge of governmental functions and organization at the State and local level to maintain and foster a good working relationship with our clients.

PERSONAL CHARACTERISTICS AND EXPECTATIONS

- Demonstrated ability to act independently and as a member of a team with open-mindedness, flexibility, and tact.
- Demonstrated ability to communicate clearly and effectively in writing, to engage in clear communications with all stakeholders and members of the media and to recognize and appropriately address sensitive topics.
- Ability to effectively handle stress and deadlines in a fast-paced work environment.
- Ability to problem-solve and use critical and creative thinking to effectively perform work.
- Display good interaction skills and the ability to deal professionally, congenially and in a personable manner with the public, other governmental entities, and staff at all levels.
- Communicate successfully in a diverse community as well as with individuals from varied backgrounds.
- Understand, follow and enforce all safety rules and procedures.
- Be supportive of management and coworkers.
- Maintain the confidence and cooperation of others.
- Ensure deadlines are met.
- Manage multiple & changing priorities.
- Maintain acceptable, consistent, and regular attendance.
- Develop and maintain knowledge and skill related to the job.
- Complete assignments in a timely and efficient manner.

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PHYSICAL ABILITIES

- Typical work requires prolonged sitting using a computer and telephone.
- Common eye, hand, and finger dexterity is required for most essential functions.
- Grasping and making repetitive hand movements in the performance of daily duties.